

**WHAT IS CLAIMED IS:**

1. In a garment adapted to be worn by an individual comprising at least a main body portion having a front and a back adapted to cover the upper torso of an individual, the improvement which comprises:

a removable billboard panel normally covering the back of said garment and retained to the garment by a plurality of spaced quick release mating elements associated with both the billboard panel and the back of the garment, said billboard panel having one side thereof disposed against said garment and indicia on the other side thereof opposite said side disposed against said garment and movable from a first position wherein the plane of said billboard panel is generally parallel to the plane of said back of said garment in a direction generally normal to the plane of said back of said garment abutting against the back of said garment, said quick release mating elements being covered by a plurality of flaps integral with said back of said garment forming a partial border around said billboard panel so that said quick release mating elements are not visible from the outside of said garment.

2. The garment of claim 1 wherein said flaps comprise a first flap extending along the upper portion of the back of said garment and a pair of spaced second and third flaps extending on opposite sides of the back of said garment.

3. The garment of claim 2 wherein said quick release mating elements include a plurality of sets of mating elements, each set including a first mating elements adapted to be releasably secured to a second mating element.

4. The garment of claim 3 wherein said first mating elements are provided on the underside of said flaps.

5. The garment of claim 4 wherein said second mating elements are provided on the side of said billboard panel away from the back of said garment.

6. The garment of claim 5 wherein said flaps normally cover said first mating elements when said billboard panel is removed from said garment.

7. The garment of claim 5 wherein said flaps normally cover said first and second mating elements when said billboard panel is removably secured to said garment.

8. The garment of claim 1 wherein said mating element comprise patches of mating hook and loop material.

9. A garment having a main body portion with a front and back adapted to be worn by an individual for presenting a removable billboard display to a viewer comprising:

a billboard display removably attached to said back, said display having indicia on one side thereof away from said back and removably secured to said back by a plurality of spaced interconnecting quick release means, said quick release means normally covered by flap means encircling at least a portion of said billboard display, said flap means having an underside with said quick release means thereon.

10. In a garment having a main body portion with a front and back adapted to be worn by an individual comprising:

a plurality of flaps having an underside facing the back of said garment secured to the back of said garment, each of said flaps comprising an elongated strip of material fixedly secured to said garment, one of said strips being disposed generally horizontally along the upper portion of the back of said garment and a pair of said strips extending generally vertically on opposite sides of the back of said garment, said strips forming a generally U-shaped border.

11. In the garment of claim 10 including a plurality of patches of one mating portion of a hook and loop material being disposed at spaced locations on the underside of each of said flaps.

12. In the garment of claim 11 including a removable generally rectangular panel having a border and indicia on one side thereof facing away from the back of said garment, and a plurality of spaced patches adapted to removably attach to said patches

on said flaps at spaced locations about the border of said panel also on said one side thereof facing away from the back of said garment.

13. In the garment of claim 10 including a plurality of first mating securing elements disposed at spaced locations on the underside of each of said flaps, each of said first mating securing elements being adapted to be removably secured to a second mating securing element.

14. In the garment of claim 13 including a removable generally rectangular panel having a border, and indicia on one side thereof facing away from the back of said garment, and a plurality of spaced second mating securing elements adapted to removably attach to said first mating securing elements on said flaps at spaced locations about the border of said panel also on said one side thereof facing away from the back of said garment.